

Coordinator, Digital Content

The National Park Foundation (NPF) seeks an energetic, team-oriented individual with experience and skills in digital content management, writing and editing for the web, and site management.

The Digital Content Coordinator will be responsible for updating and maintaining content for the organization's multiple websites, as well as resolving any technical challenges in displaying content. In addition to developing, proofreading, and publishing content, the coordinator will also help ensure SEO best practices are in being met. The ideal candidate should have experience with content management software as well as with programming languages, i.e. HTML. Tasks require a strong attention to detail and ability to work under tight deadlines. This full-time position is based in Washington, DC.

WORKING AT NPF

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

In 1872 America did something unprecedented; it set aside more than one million acres of wilderness for the benefit and enjoyment of the people. For more than 100 years, citizen involvement and private philanthropy have helped to improve, preserve and protect America's national parks. Since it was established by Congress in 1967, NPF has sustained this legacy of private philanthropy. We are a small organization with a big mandate. Learn more about us at www.nationalparks.org.

In 2016 the National Park Service will celebrate a significant milestone—its 100th anniversary. It will be a moment to celebrate and reflect – but most importantly an opportunity to re-introduce and reengage the American people to their national parks. In anticipation of the Centennial Celebration, the National Park Foundation, in close partnership with the National Park Service, will be launching a multiyear major campaign to help identify, secure, and fund education, outreach, and environmental programs in parks at the historic sites and monuments.

You will be joining this growing organization at an exciting, pivotal, moment in the 48 year history of the National Park Foundation and the 100 year history of the National Park Service.

RESPONSIBILITIES AND DUTIES

- Assist in content management and maintenance of NPF's multiple online properties and networks, including website, blog, and monthly e-newsletters (requires working with content management software, including Drupal, Wordpress, Contentful, etc).
- Work across platforms to identify and implement comprehensive content and constituent acquisition strategies across the digital and mobile landscape.
- Work collaboratively with external and internal constituencies and partners to manage projects, deliver successful results and ensure deadlines are met.
- Identify and develop new content opportunities (and ways to repurpose existing content), tools and features to engage the Foundation's online audience, as well as stay abreast of new technologies, trends and strategies.

- Implementing changes to site layout and content based on usability testing and website analytics.
- Assist in implementing communications and marketing strategies that will elevate the visibility of the Foundation and its work across multiple platforms.
- Copyedit and proofread all new web content, audit existing web content and update as appropriate.
- Maintain a consistent voice and (and look) throughout all online properties, ensure brand standards are followed.
- Working with a cross-departmental team, maintain and develop the master content calendar and schedule.
- Ensure content follows SEO current best practices, track and report on site metrics as needed.

ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES

The ideal candidate should have the following:

- Excellent communications skills – verbal, written and visual
- Strong time management, organizational and multitasking skills
- In-depth experience with popular content management systems (Drupal, Wordpress, etc.)
- Experience with programming languages: HTML, PHP, CSS, Javascript
- Proficiency with the Microsoft Office suite
- Basic Adobe Photoshop and Dreamweaver, illustrator a plus
- Video editing experience a plus
- Bachelor’s Degree in a related field or equivalent experience

TO APPLY

If you know you are the perfect candidate for this position, we want to hear from you. Please submit your cover letter and resume by email to resumes@nationalparks.org. Please indicate “Coordinator, Digital Content” in the subject line of the e-mail.

National Park Foundation is an Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply.